"That's Me"

JF

*The above is one of the most effective 24 sheets ever created for the merchandising of a motion picture!*

MERCHANDISING PLAN
Presented by WARNER BROS PICTURES Inc

## The Men Behind [illegible]e Guns

| | |
|---|---|
| *Author* | [illegible] *Nicholson* |
| *From play* | [illegible]*ind Spot"* |
| *Adaptation* | *Kubec Glasmo*[illegible] *ohn Bright* |
| *Dialogue* | *Kubec Glasmo*[illegible] *John Bright* |
| *Director* | [illegible]*oy Del Ruth* |
| *Asst. Director* | [illegible]*illiam Cannon* |
| *Art Director* | *Esdras Hartley* |
| *Cameraman* | [illegible]*ames Van Tress* |

# SALIENT FACTS ABOUT JAMES CAGNEY IN TAXI

## THE CAST

| | |
|---|---|
| MATT NOLAN—*A fighting fool* | JAMES CAGNEY |
| SUE REILLY—*His sweetheart* | LORETTA YOUNG |
| SKEETS—*Matt's roughneck pal* | GEORGE E. STONE |
| POP REILLY—*Sue's dad* | GUY KIBBEE |
| BUCK GERARD—*Matt's sworn foe* | DAVID LANDAU |
| DANNY—*Matt's brother* | RAY COOKE |
| RUBY—*Sue's friend* | LEILA BENNETT |
| MARIE—*Buck's girl friend* | DOROTHY BURGESS |
| JOE SILVA | MATT McHUGH |
| FATHER NULTY | GEORGE MacFARLANE |
| POLLY | POLLY WALTERS |
| TRUCKDRIVER | NAT PENDLETON |
| MR. WEST | BURTON CHURCHILL |

***Pictured above are James Cagney and Loretta Young, stars of the widely applauded Warner Bros. and Vitaphone picture "Taxi!", which will be shown at the _____ Theatre next _____.***

*Cut No. 13 Cut 30c Mat 10c*

## OFFICIAL BILLING

| | |
|---|---|
| Warner Bros. Pictures, Inc. and The Vitaphone Corporation present | 5% |
| JAMES CAGNEY | 100% |
| in "TAXI!" | 75% |
| with | |
| Loretta Young | 75% |
| George E. Stone | 20% |
| Guy Kibbee | 20% |
| Adaptation and Dialogue Kubec Glasmon and John Bright | 5% |
| Directed by Roy Del Ruth | 20% |
| A Warner Bros. and Vitaphone Production | 40% |

## BIOGRAPHY BRIEFS

**JAMES CAGNEY** — Recruited from stage by Warner Bros., he flashed to star proportions in less than eight months with such pictures as "Public Enemy," "Sinners' Holiday," "Smart Money," "The Millionaire," "Doorway To Hell" and "Blonde Crazy." Co-star now in "Taxi!" with Loretta Young.

**LORETTA YOUNG** — One of the screen's loveliest and youngest stars, whose recent pictures were "Big Business Girl," "The Ruling Voice" and "I Like Your Nerve." Co-starred with James Cagney in "Taxi!"

**GEORGE E. STONE** — Fast - stepping young character comedian who won recognition as the fugitive in "Front Page," as Cohen in "Cimarron," as the circulation man in "Five Star Final." Now in featured role in "Taxi!"

**GUY KIBBEE**—One of America's finest actors, a hit in stage and screen versions of "The Torch Song." Picture successes have included "City Streets," "Side Show," "Blonde Crazy." Has a featured role in "Taxi!"

**DOROTHY BURGESS** — Stage and screen beauty known for her adventuress characterizations. Scored in heroine role of "In Old Arizona," talking picture classic. Later in "Lasca Of The Rio Grande." Now a feature in "Taxi!"

**POLLY WALTERS**—Dainty blonde ingenue who quit musical comedy stage in New York for pictures. Scored as telephone girl in "Five Star Final." Other releases include "Expensive Women" and "Blonde Crazy." Feature role in "Taxi!"

**DAVID LAUDAU**—Noted stage and screen actor who won fame in New York and London as killer Morant in "Street Scene." Played same role on screen. Other pictures include "Arrowsmith" and "Taxi!"

**LEILA BENNETT** — Making her picture debut in "Taxi!" she was called from New York because of her fine artistic ability in such hits as "A Wise Child," "The First Year," "The Terror" and Chicken Feed." Most of her career spent under management of David Belasco and John Cold

## The Story

**(A Brief Synopsis)**

Consolidated and independent taxi companies of New York are at war and Buck and Silva—of the former hire a man to wreck the cab of Pop Reilly, who shoots a thug, is sent to Sing Sing, and dies there.

Matt Nolan, his brother Danny and his pal Skeets all of the Independent—call a meeting to plan vengeance and invite Sue, Reilly's daughter, to come and tell what she knows—but her plea is for peace. Matt is angered this, but in time becomes her sweetheart. At a cabaret their wedding night he spies Buck and Silva and ensuing fight, Buck knifes Danny. Matt keeps the from the police, biding his own time and way of even with Buck.

Marie, Buck's girl, comes to Sue to beg for money get him away and Sue, knowing Buck's presence trouble, gives her the money Matt has saved to get a tom stone for Danny. When Matt finds this out, he ditches Sue and goes to get Buck. She gets there first and Buck is hidden when Matt comes. Marie is trying to protect Buck when the police arrive. Buck, however, has jumped from the window to his death. Satisfied that his brother's murder has been avenged, Matt returns to Sue with promise to restrain his fighting instincts forever.

***The winking gentleman in the cabbie's cap is none other than James (What A Guy) Cagney, now appearing at the helm of "Taxi!", a Warner Bros. and Vitaphone picture with Loretta Young at the _____ Theatre.***

*Cut No. 14 Cut 30c Mat 10c*

**NOTE! "Taxi" was adapted and dialogued by Kubec Glasmon and John Bright who wrote Cagney's "Public Enemy," "Blonde Crazy" and "Smart Money."**

## For A BALANCED PROGRAM

**play these**

**VITAPHONE SHORTS**

**VAN DINE DETECTIVE MYSTERY THRILLER**
Featuring Donald Meek and John Hamilton, talented Broadway players. (2 reels)

and/or

**A BELIEVE IT OR NOT**
Featuring Robert Ripley's startling "queeriosities." (1 reel).

and/or

**NEWMAN TRAVEL TALK**
Interesting explorations around the world with the camera. (1 reel)

and/or

**SPORTSLANT**
Ted Husing's snappy illustrated explanations of all kinds of sports. (1 reel)

**Length And Running Time**

**6204 feet**

**68 minutes**

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## your 1st story

*This story contains complete information about "Taxi!" and is known to showmen as a "routine story."*

Young Jim Cagney's millions of admirers will be glad to know that he has been elevated to stardom, and that he will be seen at the ..... Theatre ..... next in "Taxi!" a Warner Bros. and Vitaphone picture.

JAMES CAGNEY in "TAXI"
*Cut No. 11 Cut 15c Mat 5c*

"Taxi!" is said to be an outstanding example of the new action type picture which has supplanted the gangster-sophisticated-crime style on the screen.

To those who have followed Cagney since he flashed to screen fame in "Public Enemy," his acting in "Taxi" will be a revelation of their favorite's versatility as an actor. Here he is a mixture of seriousness and fun, bearing out the promise of comedy quality that he gave in "The Millionaire," "Smart Money" and "Blonde Crazy."

Loretta Young, who plays the feminine lead, shines more brilliantly here than in any role she ever has portrayed. Always beautiful, she positively radiates charm in a sympathetic role as the young wife and sweetheart whose devotion saves a hot-headed boy from plunging into tragedy.

The story, adapted to the screen by Kubec Glasmon and John Bright from the stage play by Kenyon Nicholson, is gripping and logical drama. The young writing team which gave "Public Enemy" and "Blonde Crazy" to the screen have here taken a taxicab war in a big city as their background. They have gone away from their gangster pastures to feed on the romance of normal, law-abiding folk, the result of a highly flourishing morsel of entertainment.

Roy Del Ruth, one of the premier directors of Hollywood, has made "Taxi" one of his big successes. He was responsible, also, for Cagney's previous picture "Blonde Crazy."

Warner Bros. have given "Taxi!" a rich production, with a big musical sequence provided by the famous Cotton Club orchestra and entertainers of Hollywood. Also, in "Taxi," they exemplify their established belief in screen plays of human interest.

Others in the cast are George E. Stone, Guy Kibbee, David Landau, Ray Cooke, Leila Bennett, Dorothy Burgess, Matt McHugh, George MacFarlane, Polly Walters, Nat Pendleton and Burton Churchill.

## your 2nd story

### *James Cagney Will Be A Gangster No More. Starred In "Taxi!" At _____.*

James Cagney, co-starred with Loretta Young in "Taxi!" the Warner Bros. production which comes to the ..... Theatre ....., will be a gangster no more. Such are the revolutionary tidings from Hollywood.

In this new vehicle Cagney, late of "The Public Enemy" and "Smart Money," plays an honest young taxi-driver, while Loretta Young will appear in the role of a cafeteria cashier.

"Taxi!" has been adapted from a play written for the stage by Kenyon Nicholson and titled "Blind Spot." In a prefatory note to the scripts of the play, Mr. Nicholson explains:

"The setting of this play is that part of New York City which lies between 34th and 40th Streets, west of Eighth Avenue. The characters are the 'younger generation' of that noisy, overcrowded section. They are not crooks or gangsters"—the author underlines this—"but honest, hard-working young people who live their lives to the fullest, obeying the tenets of their own moral and ethical codes as religiously as do their more fortunate brothers and sisters on Park Avenue." The role played by Cagney is said to be peculiarly suited to him, while representing a radical departure from the assignments that have brought him his recent film celebrity.

Loretta Young was substituted at the last moment for Joan Blondell in the leading feminine role of "Taxi!". The latter actress was appearing with Douglas Fairbanks, Jr., in "Union Depot," which had not been finished when production time for "Taxi!" arrived, so Miss Young's services were called upon.

"Taxi!" has been adapted for the screen by Kubec Glasmon and John Bright, the two young Chicago newspapermen who wrote "The Public Enemy," "Smart Money" and "Blonde Crazy." In the cast, besides Cagney and Miss Young, are Dorothy Burgess, George E. Stone, Guy Kibbee, Leila Bennett, Ray Cook, Polly Walters, Charles Middleton, Burton Churchill and many other players.

## your 3rd story

### *James Cagney Reaches Stardom As Whirlwind Battle Chief Of "Taxi!"*

James Cagney, after a succession of forceful characterizations in Warner Bros. "Sinners' Holiday," "Doorway To Hell," "Other Men's Women," "The Millionaire," "Smart Money," "The Public Enemy" and "Blonde Crazy"—has been elevated from the ranks of featured players, and will be seen as a full-fledged star at the ..... Theatre ..... next in "Taxi!"

"Taxi!" presents the vigorous Jimmy in the character of Matt Nolan, a taxi-driver who makes it his business to get even with his rivals. The role offers Cagney a chance to display his ability in the interpretation of comedy as well as drama.

Unable to curb the vengeful impulses of her hard-hitting hero, she goes through many exciting adventures before the big climax, which, for a time at least, reunites them. Others who appear in the effective cast are George E. Stone, Guy Kibbee, David Landau, Ray Cooke, Leila Bennett, Dorothy Burgess, Matt McHugh, George MacFarlane, Polly Walters, Nat Pendleton and Burton Churchill. Roy Del Ruth who recently directed Mr. Cagney in "Blonde Crazy" ably directs him in "Taxi!"

### *Cagney's Teammate*

***Beauteous Loretta Young appears at the _____ Theatre in "Taxi!", A Warner Bros. and Vitaphone picture starring James Cagney.***
*Cut No. 12 Cut 15c Mat 5c*

## Program Squibs

### *Irish Star Of "Taxi!" Also Speaks Yiddish*

James Cagney, the redheaded Irish American, whose first starring vehicle is "Taxi!," a Warner Bros. and Vitaphone picture which comes to the ..... Theatre ..... next, includes among his many accomplishments the ability to speak Yiddish. He does so in certain moments of the exciting action of the romance in which he is a fighting taxi-driver of the Big Town. Loretta Young is leading lady. Roy Del Ruth directs.

## your 4th story

### *"Taxi" Won Rare Praise From N. Y. Critics*

"Taxi!" the Warner Bros. and Vitaphone picture starring James Cagney and Loretta Young which will play at the .....Theatre beginning ..... won unusually high praise from the New York newspaper critics during its extremely successful three-week world premiere engagement at the Strand theatre.

The consensus of opinion was unanimously favorable, the most callous and severe critics joining the chorus of enthusiastic acclaim which greeted the picture and its stars. The critics generally admitted that "Taxi!" was an occasion for use of superlatives which most of them have kept in reserve for a long period. The critics' bouquets, furthermore, reflect a general agreement as to the features which go toward making "Taxi!" a popular favorite.

Among the many comments of the critics are these few which only briefly represent the long ecstatic columns of praise which greeted "Taxi!" in New York. Thornton Delehanty of the Evening Post comments: "It has all the ingredients which make for entertainment, in that it is fast moving, variegated and true to life." Wm. Boehnel of the World-Telegram states the story is "an uncommonly entertaining one" and "Cagney assuredly maintains the pre-eminence he has won as a magnetic and accomplished actor." John S. Cohen of the Sun says: "Cagney is great . . . Take this 'Taxi' rain or shine." Regina Crewe of the American says the picture is a "hundred proof kick-comedy in which Cagney excels" and that "there are a lot of laughs in the film." Similarly, every metropolitan critic praised Cagney, Loretta Young, "Taxi!," its director, Roy Del Ruth; its writers, Kubec Glasmon and John Bright, authors of "The Public Enemy" and "Smart Money," and its all-star cast, which includes Guy Kibbee, George E. Stone, Dorothy Burgess, Leila Bennett and David Landau.

### *Cagney And Loretta Play First Scene Together*

James Cagney, the fast-action star, who comes to the .....Theatre .....next in "Taxi!," a Warner Bros. and Vitaphone picture is supported for the first time by beautiful Loretta Young. The contrasted personalities of the two favorites of fandom proves the fine judgment of those who cast them for the parts of fighting Matt Nolan and Sue Reilly. Roy Del Ruth directs "Taxi!"

## your 5th story

### *Popular Cagney-Blondell Team Parted For "Taxi!"*

James Cagney and Joan Blondell, who began their rise to film fame together in "Sinners Holiday" and continued their successful careers via "The Public Enemy" and "Smart Money," have been temporarily parted by "Taxi!," the Warner Bros. and Vitaphone picture now playing at the.....Theatre, in which Loretta Young appears opposite Cagney.

Slated to appear with Cagney in "Taxi!," thus continuing the happy combination so auspiciously begun, Miss Blondell found that the press of her work in "Union Depot," in which she appears opposite Douglas Fairbanks, Jr., would prevent her participation in "Taxi!" with her team mate Cagney. Miss Young was then chosen at the last minute to appear with Jimmy.

Cagney and the blue-eyed blonde Blondell will be reunited, however, in "The Crowd Roars" which will be released in the near future, thus re-establishing them as a team and resuming the sequence interrupted by their work in "Taxi!" and "Union Depot," respectively. "Union Depot" will also play at the.....Theatre soon, a definite date not yet having been established

### *Storms Predicted For Tomorrow; Jim Cagney To Blow In As A Star*

James Cagney, most devastating young whirlwind hard-hitter of the talkies, comes tomorrow to the ..... Theatre in his first starring vehicle, "Taxi!" a Warner Bros. and Vitaphone production.

LORETTA YOUNG featured in "TAXI"
*Cut No. 10 Cut 15c Mat 5c*

The star is seen as Matt Nolan, battling leader in a war between rival taxi companies of the Big Town. And who is his sweetheart but Sue Reilly, played just as she should be played, by enchanting Loretta Young. Matt's roughneck pal, Skeets, is played by small-but-mighty George E. Stone. Ray Cooke is Matt's ill-fated brother, Danny.

Guy Kibbee is at his royal best as Sue's fiery dad and David Landau, seen recently as the central figure in "Street Scene," has a prominent role as Matt's arch enemy

Cagney outdoes himself as the wise-cracking, swaggering, jaw-punching, vengeful, loving and altogether enthralling centre of the story. Kubec Glasmon and John Bright, young authors who were associated with Cagney in "Public Enemy," "Smart Money" and "Blonde Crazy," wrote the dialogue and screen adaptation of "Taxi!" from a stage play by Kenyon Nicholson.

### *He's A Star*

***James Cagney is elevated to stardom in "Taxi!", a Warner Bros. and Vitaphone picture which will be at the _____ Theatre next _____***
*Cut No. 15 Cut 15c Mat 5c*

## Opening Day Story

"Taxi!," a Warner Bros. and Vitaphone picture starring James Cagney, will begin a.....day engagement at the.....Theatre today.

"Taxi!" is Cagney's first starring vehicle, stardom following his success in "The Public Enemy," "Smart Money" and "Blonde Crazy." This picture marks a complete reversal from past roles played by Cagney, bringing him to the screen as a wise cracking taxicab driver.

In "Taxi!," Cagney appears with Loretta Young for the first time, Joan Blondell, the teammate with whom he rose to fame being unavailable for this picture because of her work in "Union Depot," during the production of the Cagney film.

"Taxi!," adapted from the Kenyon Nicholson play "Blind Spot" by Kubec Glasmon and John Bright, writers of "The Public Enemy," "Smart Money" and "Blonde Crazy," was directed by Roy Del Ruth. Glasmon and Bright also wrote "Taxi's" racy dialogue. Included in the picture's cast are Guy Kibbee, George E. Stone, Dorothy Burgess, Leila Bennett and David Landau.

# THE NEW YORK ADS ON TAXI

***(Mats Available At Your Exchange)***

**STRAND**

"Take this 'Taxi' rain or shine!"
—*John S. Cohen, Jr.*—N.Y. *Sun*

*B'way & 47th St.*
CONTINUOUS — 35c to 1 p. m. — **1 to 6 p. m.**
**BALCONY 35c — Orchestra 50c** Mon. to Fri.

**JAMES**
**CAGNEY**
*in* **TAXI!**

*with* **Loretta Young & George E. Stone**

*A Warner Bros. Picture*

*And for your further enjoyment these superb Vitaphone Shorts featuring* . . . NEELEY EDWARDS and JAMES McCALLION in "Junior" . . . E. M. NEWMAN Traveltalk "A Javanese Journey" . . . DONALD BRIAN and MAYO METHOT in "Squaring the Triangle"

*Cut No. 17 Cut 40c Mat 10c*

---

*Cut No. 16 Cut 40c Mat 10c*

---

". . . . Take this
**TAXI**
rain or shine" says
J. S. Cohen, Jr., Sun

"**TAXI**
takes the entertainment
hill 'n high", says Regina
Crewe, American

". . . . Here's one
**TAXI**
you ought to call", says
Rose Pelswick, Journal

***IT'S UNANIMOUS!***

For the laugh and thrill
ride of your life see . . .

**JAMES**
**CAGNEY**

*Warners red head wonder in*

**"TAXI"**

with LORETTA YOUNG
and GEORGE E. STONE

**STRAND**

*B'way & 47th St.*—CONTINUOUS
35c to 1 p. m. — 1 p. m. to 6 p. m.
Balcony 35c — — Orchestra 50c

*No cut available on this ad because copy is distinctly a local proposition.*

---

**JAMES CAGNEY**

**As *you* like him!**

A ten minute egg
with a heart of gold!

*in*

**TAXI!**

*A Warner Bros. Picture with*
**Loretta Young & Geo. E. Stone**

No meter can clock the thrills
. . . the romance! . . . as he busts
the taxi racket wide open! . . .

**STRAND**

*Broadway & 47th Street*— —35c to 1 p. m.
**1 to 6 p. m. BALC. 35c . . .** Orch. 50c

*And these superb Vitaphone Shorts featuring*
NEELEY EDWARDS and JAMES McCALLION
in "Junior"
E. M. NEWMAN Traveltalk
"A Javanese Journey"
DONALD BRIAN and MAYO METHOT
in "Squaring the Triangle"

*Cut No. 19 Cut 40c Mat 10c*

---

**JAMES**
**CAGNEY**

*Setting a 1942 Love Pace!*
*Starting the 1932 Thrill Race!*

**"TAXI!"**

***Out of Hell's Kitchen!***

. . . A ten minute egg with
a heart of gold, busts the
taxi racket wide open! . . .

*with*
**LORETTA YOUNG & GEO. E. STONE**
*A Warner Picture directed by Roy Del Ruth*

**Beg. Tonite 10 p. m.**

**STRAND**

*Broadway & 47th Street* — — 35c to 1 p. m.
**1 p. m. to 6 p. m. . . BALC. 35c. . .** Orch. 50c.

*Cut No. 17 Cut 40c Mat 10c*

*He's Tough! but how you'll love him!*

**"You've got to be handy with your mitts in the taxi game."**

# JAMES CAGNEY

**the red-headed wonder in a bigger hit than "Blonde Crazy." He'll take you on the most breathless ride you've ever experienced—with**

## LORETTA YOUNG

**GEORGE E. STONE**
**GUY KIBBEE**

Directed by Roy Del Ruth

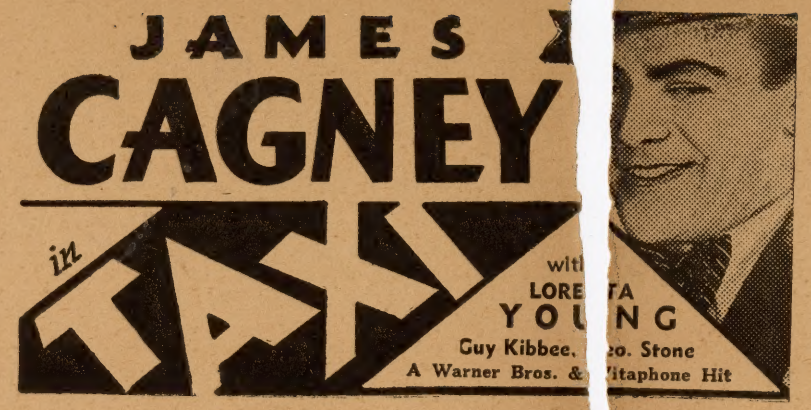
*A WARNER BROS. & VITAPHONE HIT*

*Cut No. 7 Cut 40c Mat 10c*

JAMES CAGNEY in TAXI with LORETTA YOUNG

*Cut No. 20 Cut 20c Mat 10c*

# JAMES CAGNEY




*Cut No. 22 Cut 40c Mat 10c*

NOW PLAYING

## MAJESTIC

*Hail—*

**JAMES CAGNEY**

**in a role that fits him like a boxing glove!**

TAXI

with
LORETTA YOUNG
GEORGE E. STONE
GUY KIBBEE
Directed by
Roy Del Ruth
A Warner Bros. & Vitaphone Hit

*Cut No. 5 Cut 20c Mat 5c*

TAXI with James CAGNE

*Cut No. 18 Cut 20c Mat*

# N. Y. REVIEWS ON "TAXI!"

**"The role is tailor-made for Cagney. His brisk comedy style makes for rapid alternations of humor and drama. Direction keeps the action at the properly frenetic pace."** —Eve. Post

●

**"Cagney — magnetic and accomplished actor. Uncommonly entertaining story. Vigorous and hearty."** —World-Telegram

●

**"There is ample excitement. Mr. Cagney misses no chance to make his characterization tell."** —N. Y. Times

●

**"James Cagney draws standees through the rain to 'Taxi!' A dandy talkie. 'Taxi!' runs swiftly along, now hitting street corners of melodrama, now zooming along smooth side streets of farce. Authentically written. Take this 'Taxi!' rain or shine."**—Eve. Sun

●

**"Fast-moving thriller, liberally spiked with the hundred proof kick-comedy in which Cagney excels. 'Taxi!' takes the entertainment hill in high."** —N. Y. American

●

**"We believe Cagney's popularity could equal or overrun Gable's this 1932. He has a grand sense of humor, and he's one swell actor. Movie audiences are thrilled. Will hold your attention until the final Cagney wisecrack."** —Daily News

**"Exciting and splendidly played. All the elements for a Cagney box office success. Moves at a rapid pace, without a dull moment. One of the best pieces of entertainment of its type. Cagney fans will get more than their money's worth."** —Eve. Graphic

●

**"A story made to order for Cagney. He is given ample opportunity to fight and make love."** —Daily Mirror

●

**"Men recognize in him the self-assured wise guy and the women, the cocky red-head with whom they strut fancy steps in the dance hall. Here's one 'Taxi!' you ought to call—and call great entertainment."** —Eve. Journal

●

**"Positively brilliant performance of James Cagney, makes 'Taxi!' a dynamic and arresting photoplay. The sort of vital entertainment we have the right to expect from the motion pictures."** —Herald-Tribune

●

**"Mr. Cagney makes his slaps seem generous love tributes, while his abusive comments undoubtedly are passionate lyrics to the ladies who flock to see him."** —Morning Telegraph

## Newspaper Serialization Free

By arrangement with Screen Romances, you can now secure the rights to publish the fictionization of "Taxi!" in your local newspaper. Here is the method:—

Get a copy of the March issue of "Screen Romances" in which you will find the story of "Taxi!" in fiction form. Sell the idea to your local newspaper editor of running the story with illustrations (stills at your local exchange) prior to, or during the showing of "Taxi!" at your theatre.

CREDIT MUST BE GIVEN TO "SCREEN ROMANCES" BY THE NEWSPAPER.

To make this tie-up more effective, you should announce on your screen that through the courtesy of Screen Romances the Daily Star will run the story of "Taxi!" in its columns. Give the date of publication as well as your playdate. This announcement could be in the form of a trailer and added to the end of the regular trailer on this picture. Running the story in your newspaper without credit to "Screen Romances" is strictly prohibited.

# Review

### *James Cagney Scores In New Type Of Characterization In "Taxi!" With Loretta Young*

A new kind of Cagney has come to town.

You will find no killer-gambler-hoodlum-crook-gangster in "Taxi," the Warner Bros. feature which opened yesterday at the ..... starring James Cagney with lovely Loretta Young. Instead, we have a typical American boy earning a precarious living in the feverish business of taxi-cabbing. He is a moody, serious individual, with flecks of humor here and there that flash forth bits of the Cagney personality.

"Taxi" is a whizzing, rattling romance of the big cities, with a boy and a girl caught in the backfire of taxicab war. Sabotage and slugger work on the part of the trust's thugs claim the girl's father and the boy's brother, but the avenging of their deaths is left to the law—an innovation which takes "Taxi" out of the gangster class and leaves it a drama of fast action and much excitement.

Cagney and Miss Young make a splendid combination for romance—he as the man of action, she as a lovely, girlish heroine whose affection for the boy transcends everything else. Cagney here reveals that he is an actor of great versatility, while Loretta never has given a better performance in her screen career.

There are a number of fine, hearty laugh sequences in the story, with the humor falling into place naturally and logically. Cagney, in the lighter moments, is a revelation as a comedian, and there are two big musical episodes, one in a night club and the other in a dance hall, that lift the picture into the class of special productions. Cagney, in everything that he does, justifies the stardom that Warner Bros. have placed on his strong shoulders.

He is not only an actor of great talent, but his comedy technique bears out the promise he gave in "The Millionaire" and "Smart Money," where his pantomime with Edward G. Robinson provided one of the laughs of the year.

Cagney and Young have been provided with a superb cast of supporting players, including George E. Stone, Dorothy Burgess, Leila Bennett, George MacFarlane and David Landau, the unforgettable husband in "Street Scene."

The authors of the play, Kubec Glasmon and John Bright, who adapted it from the stage drama, "Blind Spot" by Kenyon Nicholson, have done a fine job of writing, and Roy Del Ruth, the director, is to be congratulated on an exceptionally intelligent handling of his subject.

Warner Bros. are to be commended for giving us one of the finest pictures of this season. For "Taxi" is swell entertainment and a gripping drama from start to finish.

## 1st day of run

### *James Cagney Dances For First Time On Screen*

"Taxi," the Warner Bros. and Vitaphone picture starring James Cagney and Loretta Young which is now at the .... ..... Theatre, gave Cagney his first opportunity to demonstrate on the screen the dancing ability which gave him his start on the legitimate stage.

In an interesting dance hall sequence with Miss Young, Cagney demonstrates many of his favorite dance steps, to the edification of ..... Theatre audiences. Even in his dancing, which won the praise of New York critics, the new star evidences the aggressiveness and vitality which have made him one of the screen's favorite heroes, via his career from "Sinners' Holiday" through "The Public Enemy," "Smart Money" and "Blonde Crazy."

Cagney's first starring vehicle, "Taxi!", was directed by Roy Del Ruth. It was adapted from the Kenyon Nicholson play "Blind Spot" by Kubec Glasmon and John Bright, who also wrote the film's racy dialogue. Prominent in the cast supporting Cagney and Loretta Young are Guy Kibbee, George E. Stone, Leila Bennett, Dorothy Burgess and David Landau.

## 2nd day of run

### *Cagney In "Taxi!" Drawing Crowds To.....*

That mysteriously elusive young man, James Cagney, who was recently reported present in flesh and blood at both ends of the continent simultaneously, is now indubitably at the ..... Theatre, where his new picture "Taxi!" is showing to large audiences.

Cagney, whose personality struck the public so impressively in "The Public Enemy" and "Smart Money," as well as in the small "bit" he played with George Arliss in "The Millionaire," was absent from his usual Hollywood haunts for several weeks. People averred that they had seen him on Broadway, New York; other reports came from Maine, others that he had not been out of the State of California for many months.

At any rate he is here now, and in "Taxi!" he is playing a role different in several respects from the hard-boiled types he portrayed in "The Public Enemy" and "Smart Money." In the new picture, he is a New York taxicab driver. Opposite him, in the leading role, is Loretta Young, who plays the part of a girl employed as cashier in a cafeteria. Also in the cast are Dorothy Burgess, George E. Stone, Guy Kibbee, Leila Bennett, Eddie Nugent, Polly Walters and others.

## 3rd day of run

### *University Professor Wrote "Taxi!"*

Kenyon Nicholson, writer of the play, "Blind Spot," from which "Taxi!", the Warner Bros. and Vitaphone picture now showing at the ..... Theatre, was made, at one time served as a professor in the drama department of Columbia University.

At about the same time Mr. Nicholson was a member of the Columbia University faculty, his very successful play, "The Barker," was enjoying a long run on Broadway. It was filmized thereafter with the late Milton Sills as star, creating a national furore.

Mr. Nicholson was not a "one-shot" playwright. His "Torch Song" of last year was one of the dramatic successes of the season and has also been produced as a successful movie. Nicholson has been on the West Coast for the past several years, spending the majority of his time in the writing of movies. His adaptation of "Union Depot," a First National and Vitaphone picture, is outstanding among the new season's productions.

James Cagney is starred in "Taxi!" which also features Loretta Young, Guy Kibbee, George E. Stone and a large cast. Roy Del Ruth is the director.

## 4th day of run

### *Fighting Instinct Is Real With James Cagney, Star Of "Taxi!"*

Loretta Young, co-starred with James Cagney in "Taxi!", the Warner Bros. feature at the ..... Theatre, spends half her time in the play keeping Cagney out of fights. But Jimmy is a real menace as a boxer. A few seasons back, he was trying out a vaudeville sketch in which he had to box Harlem Jimmie Kelly, a pretty good pug. At Proctor's 58th St. Theatre, New York, the manager insisted on a real battle, holding the stage fake too tame.

Jimmie was wary of the idea, knowing that Kelly, if stung, would revert to first principles and probably knock his ea loose. Kelly was all for a real figh "Gimme all you got," he told Cagney "you can't hoit me."

"Sure — step on it," urged McCurdy, the house manager, "all th' bookers are coming up tonight to look the act over."

So they stepped on it. Cagney, a better than fair boxer, stung Kelly and the pug went berserk. From there on the actor literally carried his life in his own hands. He hit Kelly plenty, but the hard-hitting ringman managed to reach him with several C.O.D.'s that collected a black eye and a split lip.

Next day, the backer of Jimmy's act brought the report from the Keith office.

"They turned us down," he moaned. "Said you guys fight like a coupla Vassar girls."

## 5th day of run

### *Cagney Double Plays Jim's Brother In "Taxi!"*

Nobody could say that James Cagney is an ordinary looking man. Red-haired, freckled, keen-eyed, with underslung jaw and sturdy, athletic figure, he's not a person to be forgotten when one has seen him once.

In "Taxi!", the Warner Bros. production, in which Cagney and Loretta Young are starring at the ..... Theatre, Cagney has a brother. And brothers, as a rule, bear a noticeable resemblance to each other. It was the duty of the casting director to find him. Rufus LeMaire, in the back of whose brain is a meantal picture of hundreds of actors, bit players and extras, reached for a telephone. In less than half an hour Ray Cook was on his way to Burbank to play the role of James Cagney's brother.

Cook is eaxctly Cagney's height. He has red hair—very red hair indeed. Freckles. A wide mouth. The same complexion. Only the nose is different. It turns up slightly more than the Cagney feature. The close resemblance, in view of Cagney's distinctive appearance, is almost a miracle. To Rufus LeMaire, it's just part of the day's work.

With Cagney and lovely Loretta Young in "Taxi!", Dorothy Burgess Polly Walters, George E. Stone and Guy Kibbee also are prominently cast. Roy Del Ruth directed.

# Squibs

### *Rare Praise For Loretta Young*

Ferenc, well-known continental photog-
apher just imported from Vienna
o Hollywood, to do a series of camera
tudies of Warner Bros. stars, chose
oretta Young, as his first subject. At
he end of the day's photographing, he
emarked that she is "the most superb
ample of American girlhood" he has
ountered. Miss Young is co-starred
h James Cagney in the Warner Bros.
duction, "Taxi!", now at the .....
.....Theatre.

### *es Cagney Signed for e Years By Warner Bros.*

d-headed Cagney, the flaming
or of Hollywood this year, is the
in a new 5-year plan of Warner
who plucked him off Broadway for
es and made him an outstanding
personality in less than a year.
has been signed to a new five-year
t, according to announcement by
Warner, vice-president in charge
duction for the dual companies,
ll be seen here at the .....
..... in "Taxi," with
Young.

# Sunday Feature

### *Meet James Cagney, Gentleman, Scholar, Artist, But The Toughest Guy On The Screen*

**By WILTON CHALMERS**

James Cagney is the son of a New York saloon keeper whose swinging doors were in Avenue D, near the Bowery—a neighborhood of rugged, elemental folk. Now it happens that the present writer, a day or two before starting the present article, saw James Cagney in "The Public Enemy," a swaggering, brutal thing of gang life and city streets.

Here, thought the writer, is a great angle. All writers look for angles. It's a phrase of the craft and means an idea around which a story may be built. James Cagney sprang from the "Guerilla Jungles." If he's not actually a gangster he should be, by training and environment. To present him in a gangster picture is to offer James Cagney as he actually is. No actor here! Not when he plays these roles on the screen.

But how wrong the writer was! As a matter of fact, and for the record, James Cagney was successful in "The Public Enemy" because he is one of the best actors on the screen today. His flexible art is revealed by his playing an entirely different character in his newest picture "Taxi!".

The part he played in "Public Enemy," the role of the swaggering, bragging ruthless killer, is so far from being the real Cagney that his friends could not believe the performance that they saw.

Cagney, in private life, is as mild-mannered, as pleasant, and as well-read a gentleman as one could want to meet. His voice is soft — not snarling. He clips his words in the New York manner, but he does not talk out of the side of his mouth. His dress is immaculate. His tailor is the best in Hollywood.

In "Taxi!" a Warner Bros. production which comes to ..... Theatre ..... Cagney shares starring honors with Loretta Young. He plays a taxi-driver, a hard-working, honest young fellow — earnest in love and family loyalty. The sort of boy he might have been in real life if he were not Jim Cagney, actor and gentleman.

Cagney's schooling at Columbia University, where he specialized in literature and art, was interrupted after several years by a reversal in the family fortunes. Young Jimmy, casting about for a quick job, secured through a friend a small part as a dancer in a show called "Pitter Patter." It was a break he had not intended to make so soon. His plans had been to finish school, take post-graduate work in the drama, and step to the stage under more auspicious circumstances. But being the second eldest in the family had to be considered. And a job was a job.

The adage that actors are born, not made, has many supporters. Invariably it will be found that your successful player chose histrionics because drama and the pantomimic art was the thing he wanted most of all to do. Proof that this urge was ingrained in the Cagney temperament is found in the rapidity of his climb. A few brief seasons of hoofing gave the necessary training and shortly the critics were acclaiming "James Cagney, a newcomer, who last night gave one of the best performances of the winter as Little Red in "Beggars of Life!"

That show, that characterization, established James Cagney once and for all. A good part came his way in George Kelly's "Maggie the Magnificent." Next there was one in "Penny Arcade." That brought him to Hollywood, for when Warner Bros. bought the piece, naturally they bought Cagney with it. They produced it on the screen as "Sinners' Holiday."

At the moment, perhaps, the public is thinking of James Cagney in terms of the screen gangster. But to drop him into that category is not only unfair but incorrect. Cagney, before he retires many years hence, will have played a tremendous variety of roles. First of all he has the versatility of youth. There is no reason why he should not be accepted as a college boy in a football story, as he is as an insurance salesman, a small town barber or a wise-cracking bellboy. For Cagney is a splendid actor—one who makes each characterization live — one who has brought a new conception to "The Great American Screen Hero."

### *Cagney By Cagney*

***Just to prove his artistry in other than film fields, James Cagney offers this pencil portrait of himself, by himself.***
*Cut No. 23 Cut 15c Mat 5c*

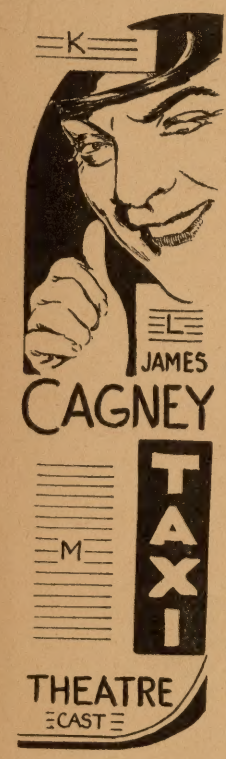
# Layout Suggestions For Ad[illegible]en Who "Roll Their Own"

**A**
TRY THIS ON YOUR SENSE OF HUMOR.

**B**
"You've got to be handy with your mitts and misses in this taxi game."

**E**
IRASCIBLE!
IRRESPONSIBLE!
IRRESISTIBLE!

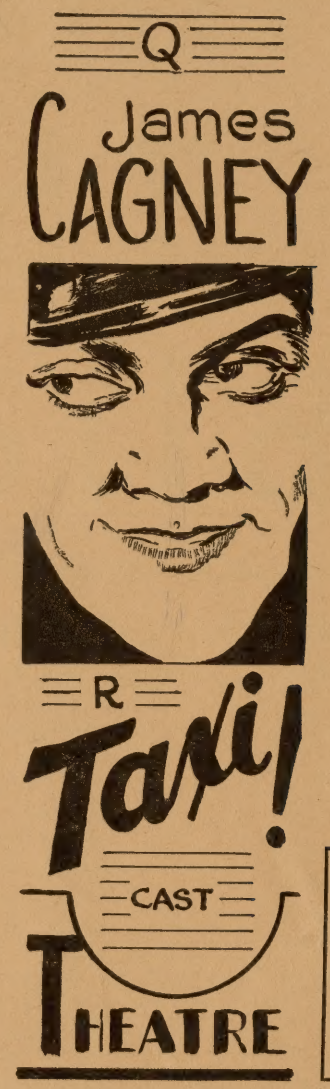
**F**
He burned up the blondes in "Blonde Crazy" but now he takes them all for a fast ride.




**K**
HE KNOWS THE BEST PLACES!

**L**
The red headed wonder.

**M**
Ride with Jimmie and see the world . . . He knows exactly where to take you and HOW!




**Q**
HE'D RATHER PICK-UP FAIRS THAN FARES!

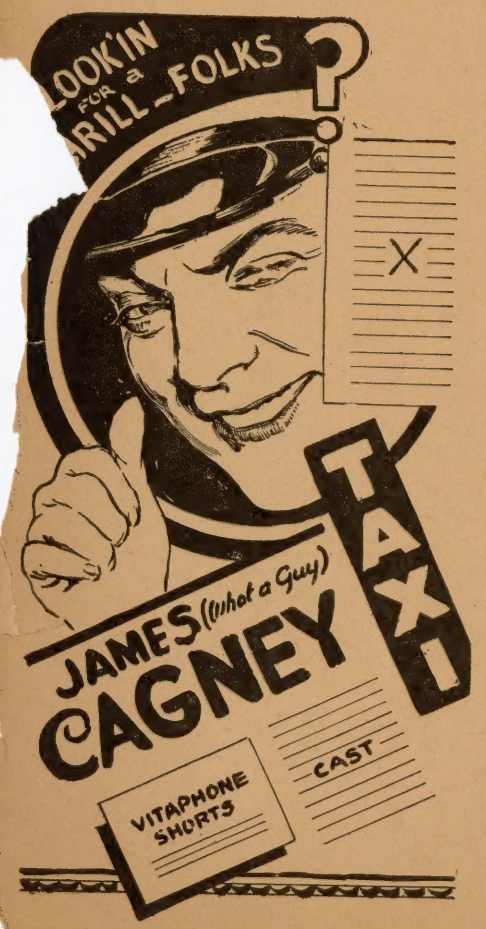
**R**
Burning up the screen in

**C**
Fresher and faster than ever.

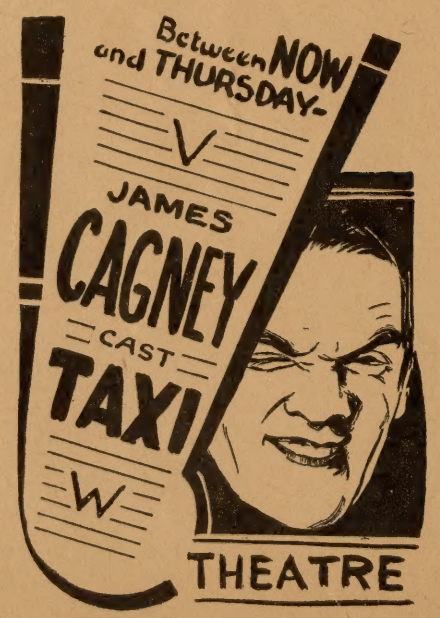
**D**
Speeding to new screen heights in a role that fits him like a boxing glove.

**I**
SPEEDING THROUGH TO ROMANCE!

**J**
A girl at every corner and how he takes those corners!




**X**
LET HIM SHOW YOU THE TOWN! He knows it! He's wise to every gold-digger. He knows the whys and wherefores of those "walk back home from automobile rides". . . Here it is! The great American Bandwagon!




**V**
Blank city is going to get the treat of treats, the thrill of thrills . . . Rain or shine . . . day or night . . . Nothing can stop him.

**W**
A fast thrilling ride through the realms of comedy, with the red headed wonder as chauffeur.

# Selling It To The Public!

## E. M. Dowling Did It In Olyphant, Pa.

E. M. Dowling of the Granada Theatre, Olyphant, Pa. used the following stunt to excellent effect for the exploitation of a recent picture. Dowling painted title of picture on every available space of an automobile in various sized letters, and drove it through the streets of Olyphant. Driver stopped at intervals and distributed estimate cards on which public was to guess how many times title had been lettered on auto. Prizes for nearest guess and other information were listed on card. Stunt offers fine opportunity for "Taxi" in view of four word title. Same idea has been used recently by other exhibitors and title painted on an Austin.

•

**The New Selling Season For 1932 Automobiles is Now Under Way. Can You Tie Up With It In YOUR Locality?**

•

## Traffic Cards

For exploiting "Taxi!" at the New York Strand, Hal Salzman, exploitation manager printed 10,000 throwaways with the six most important traffic rules on one side and an ad for the picture on the other side. We are listing below the traffic rules as they were used in New York. Your local traffic rules might be slightly different. However, the ones used in New York were of such a general nature that they will probably be suitable for your town. Get them okayed by your police department before printing:—

1—Comply with police direction at all times.
2—Obey the lights.
3—Do not speed.
4—Give right of way to all fire engines, ambulances and post office vehicles.
5—Pass other vehicles on the left.
6—Drive carefully.

See
JAMES CAGNEY
in
"TAXI!"
with
LORETTA YOUNG
Now at the
STRAND

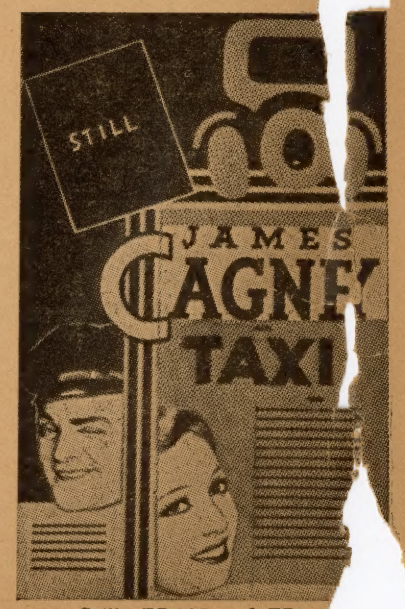
This copy was printed on cardboard. Ad number 17 (page 4) was used for the reverse side.

***Be Sure to Use the Novelty Herald***

## LOBBY SUGGESTI

*Stills JC-7 and TP-237*

*Still TP-228*




*Stills TP-237 and TP-22*

## Se-Ling Hosiery Tie-Up

Warner Bros. has made a gigantic tie-up with the Walter Fred Hosiery Mills of Nashville, Tenn., whereby their ten thousand Se-Ling Hosiery dealers join in a co-operative exploitation arrangement with theatres showing First National and Warner Bros. pictures. Complete details of this tie-up are explained in a specially prepared broadside prepared by and available from Walter Fred Hosiery Mills, Nashville, Tenn. Special window cards, ad mats and other accessories are available from them.

Every Se-Ling dealer has been advised about this tie-up and is fully conversant with the methods of execution and its possibilities. You'll find him more than willing to co-operate with you on window displays, stunts, contests, etc.

Should you need any further information about this arrangement, write direct to Walter Fred Hosiery Mills, Inc., Nashville, Tenn.

## License Number Stunt

Arrange with a local newspaper to conduct a license number stunt by which a series of automobile license numbers are printed each day in the newspaper. Owners of the cars represented by the license number are admitted free to your theatre upon presentation of their ownership certificate at the box-office.

Stunt should not be confined to taxis, but rather to private automobiles. Newspaper gets plenty of reader interest in this stunt and should go for it. If no newspaper cooperation can be secured, stunt can be worked by listing license numbers in the lobby of your theatre with plenty of advertising plug on the stunt in your programs and on your screen.

## Use New York Reviews

New York critics gave "Taxi!" plenty of praise. You'll find the punch lines of their reviews in this Merchandising Plan. Great stuff for your ads and back of herald as well as in your program. Local reviews can follow after your opening.

## THROWAWAYS . $3.50 PER M

The above illustration is exact size and copy of throwaway available on this picture. Back of speedometer is your theatre name and imprint. Send your name and playdate with your order to manufacturer. Not available from your local exchange but must be ordered at $3.50 per thousand direct from manufacturer. Printed on heavy cardboard.

**EXPLOITATION PRINTERS - - - - - 20 West 22nd St., N. Y.**

## IMITATION POLICE WARNING

**Department of Public Entertainment**
CITY OF CAMDEN, NEW JERSEY
**WARNING**

You have violated the first law of all good movie fans if you have not seen James Cagney in "Taxi!" with Loretta Young at the Strand Theatre. Your cooperation is requested in the enforcement of this law of entertainment.

Date..... Manager.....

*The above is typical of warning notices issued by the Police Department. You can have them printed locally very cheaply. Place them in all parked automobiles or under their window wipers. The date and manager's name should be in script. The word "WARNING" should be printed in red.*

# BUMPER SIGNS

*J. H. McCoy, Olympia Theatre, Miami, Florida, used bumper signs to exploit "Free Soul" when it played at his theatre. In the above illustration you can see exactly how these bumper signs look on an automobile. They are not available from any New York manufacturer nor at your exchanges, but you can print them locally on cardboard at a small cost.*

## DOOR KNOB HANGERS

Printed on heavy cardboard, completely imprinted and die cut. Large enough to fit any regular knob or auto handle. Available from Exploitation Printers, 20 West 22nd Street, N. Y.

**$4. per thousand**

### Getting the Hebrew Trade

If there are enough Hebrews in town they will undoubtedly go for Jimmy Cagney's Yiddish in "Taxi!" in a big way. New York Strand got plenty of box-office reaction from a series of ads in the Jewish daily papers. Cagney's Yiddish is absolutely authentic and brings plenty of laughs even from those who don't understand it.

## NOW IS THE TIME

**to get out those "HEATED" signs for your local taxi cabs. Very simple and effective. The outside of the card says "HEATED," the inside advertises "TAXI!".**
**If "heated" sign is out of date, substitute "15 and 5" or popular cab rates in your town.**

### Dancing Contest as Prologue

"Taxi!" contains plenty of action in a dance hall with Jimmy and Loretta as semi-finalists in dancing contest. Opportunity for duplication of this contest on your stage. Tie-up with local dancing school and jeweler should result in plenty of applicants and a loving cup to winners. Contest is for modern dances only. Consolation prizes in the form of free tickets should also be given. A sure-fire draw.

# HOW TO TIE-UP WITH LOCAL TAXIS

### Escort Print To Theatre

Arrange to transport the print of "Taxi!" from station to your theatre in a taxi. Cab should be properly bannered. If you have any "pull" with police department you can probably promote a motorcycle escort.

### Free Ride To Theatre

If general tie-up with Taxi Company is promoted you can undoubtedly make arrangements for company to put one cab at disposal of public. Idea is for cab to drive through town bannered with signs announcing a free ride to those who want to see James Cagney in "Taxi" at your theatre. If no tie-up with taxi company can be affected, you can hire a cab for about $5.00 a day and pull stunt yourself.

### Reciprocity

Stunt that works well for both Theatre and Taxi Company is to supply each driver with two tickets daily for matinee to "Taxi!". Cab Company announces in newspaper ads and heralds that first two passengers to ride in their cabs will receive ticket to see film from driver. In return for this, Cab Company inserts theatre ad in all their cabs.

### Taxi Parade

Opening day stage a taxi parade. String of cabs drive through main streets of your town. Banners on cabs read: "Hop In And We'll Take You To The Strand Where James Cagney is starring in "Taxi!" with Loretta Young." Stunt should not tie up cabs for more than few hours. Stage it in time of day taxi business is at its worst.

## COLORTONE EFFECT

Make your screen presentation arti and colorful with this atmospheric ef elaborately colored, beautifully create

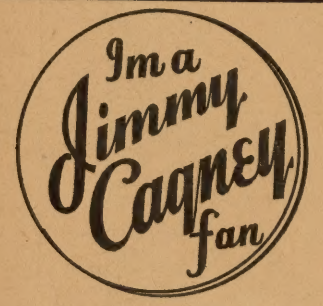
| | |
|---|---|
| 4x5—Colored positive only | $2.0 |
| —Set (positive and negative) | 3.0 |
| 3¼x4—Colored positive only | 1.5 |
| —Set (positive and negative) | 2.2 |

Order by Number N-144

**NATIONAL STUDIOS, INC.**
**226 WEST 56th STREET, NEW YORK, N. Y.**

*Be sure to specify size and send remittance w order to id parcel post and C.O.D. cha*

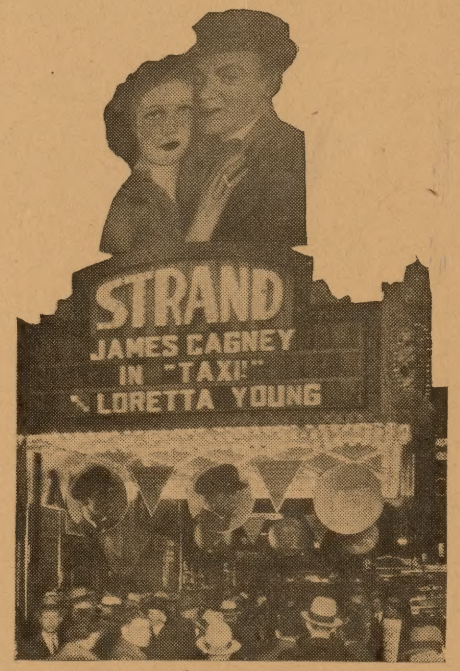
## CAGNEY BUTTONS




**For distribution to the kids. Ties in with tremendous popularity of Cagney. Smaller than illustration. A permanent ad. $10. per thousand from**
**EXPLOITATION PRINTERS**
**20 West 22nd St., N. Y.**

**When Is Your Theatre's NNIVERSARY?**
**'t overlook it. Celebrate it with a Warner r First National**

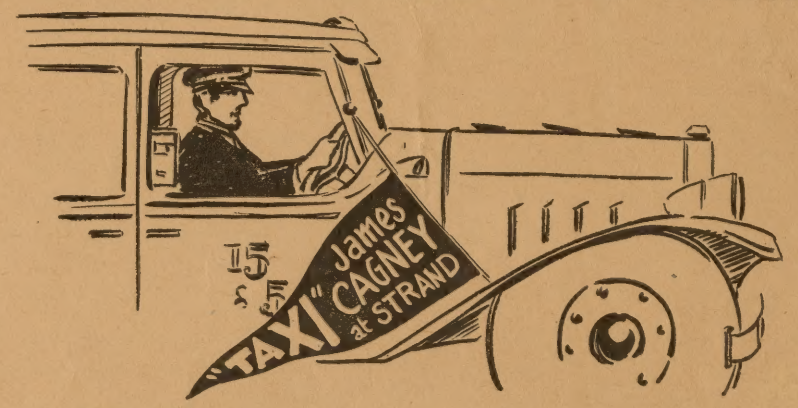
# FRONT ON "TAXI" AT N. Y. STRAND




***Above:*—Over entrance was illustration with copy reading "he busts the taxi racket wide open." Panel at extreme right carries title and complete billing. Strung under marquee is a series of circular cutouts which alternate with a head of Cagney and a line from the reviews. Head of Loretta Young is also included on several of the circular cutouts.**

***Left:* — Side view of marquee showing more distinctly the circular cutouts. Note how triangular cutouts containing lines from the reviews alternate with the heads. Note cutout of love scene at top of marquee. This is an enlarged still, but six sheet illustration will be just as effective.**

## PENNANTS FOR LOBBY AND STUNTS




String them over your marquee. Give them to taxi drivers for displaying as above. Size 12 x 30. On felt. Varied colors.

**Price** ..... **$1.75 per dozen**

**Order direct from**

**METRO FLAG BANNER CO. 2 East 23rd St., N. Y.**

# ACCESSORIES! The more you buy the less they cost!

**24 SHEET** Background: upper portion, pink; lower portion, white. "James Cagney" in white with purple shadow. Title in green with light green outline. Rest of lettering in orange.

**SIX SHEET**

## BANNERS AND MARQUEE DRAPES

**MARQUEE DRAPE** designed purposely for hanging under the marquee or over the lobby entrance. Also makes an excellent exit banner. Size 6 ft. by 3 ft. Printed on strong canvas in brilliant colors. Comes with eyelets ready for hanging.

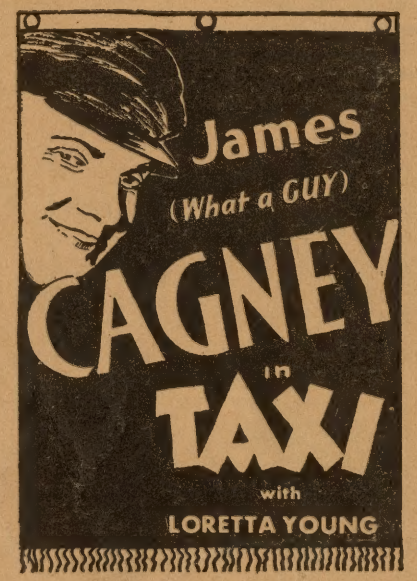
**PRICE $2.75 EACH**

**DO NOT ORDER BANNERS FROM EXCHANGE!**

**AVAILABLE ONLY FROM**

**METRO FLAG-BANNER CO.**

**2 EAST 23rd STREET NEW YORK, N. Y.**




**BANNER**

Excellent for marquee and lobby hanging. Size 20 by 30 inches and printed on strong, durable canvas. Comes with eyelets. Brilliant colors.

**PRICE 50c EACH.**
**DO NOT ORDER BANNERS FROM EXCHANGE. AVAILABLE ONLY DIRECT FROM**
**METRO FLAG-BANNER CO.**
**2 E. 23rd St. New York, N. Y.**

**SHEET**

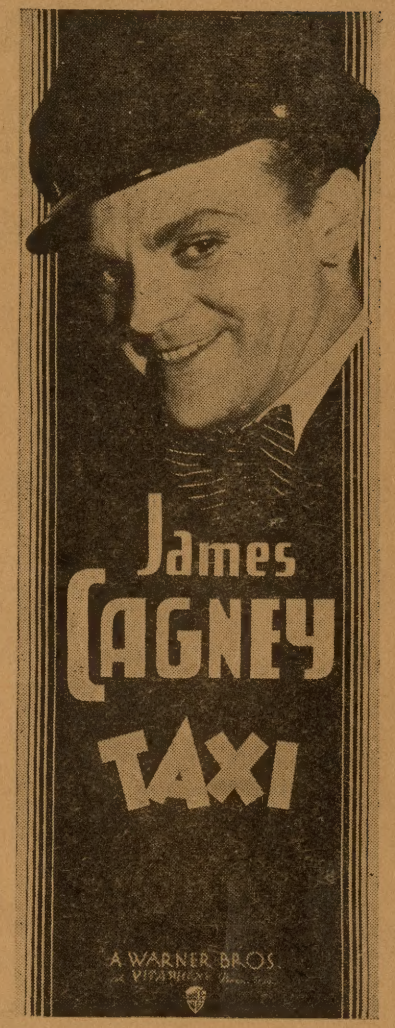
**EE SHEET**

### Sliding Scale Prices of Advertising Accessories

| | |
|---|---|
| **1-SHEETS** | |
| 1 to 50 | 15c each |
| 51 to 100 | 13c each |
| Over 100 | 11c each |
| **3-SHEETS** | |
| 1 to 25 | 40c each |
| Over 25 | 36c each |
| **6-SHEETS** | |
| 1 to 10 | 75c each |
| 11 to 20 | 70c each |
| Over 20 | 65c each |
| **24-SHEETS** | |
| Up to 25 | $2.00 each |
| Over 25 | 1.75 each |
| **WINDOW CARDS** | |
| 1 to 50 | 7c each |
| 51 to 100 | 6c each |
| Over 100 | 5½c each |
| **INSERT CARDS** | |
| 1 to 25 | 25c each |
| 26 to 50 | 22c each |
| 51 to 100 | 20c each |
| Over 100 | 18c each |
| **HERALDS** | |
| 1M to 5M | $3.00 per M |
| Over 5M | 2.75 per M |
| **PHOTOS** | |
| 11 x 14 Photos (8 in set—colored) | 75c a set |
| 22 x 28 Photos (2 in set—colored) | 80c a set |
| Slides | 15c each |
| Stills | 10c each |
| Merchandising Plan | Gratis |
| Music Cues | Gratis |

**These prices apply to U. S. only.**

**INSERT CARD**




**WINDOW CARD**

**SLIDE**

Printed in U. S. A.

**Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.**

http://wcftr.commarts.wisc.edu

MEDIA HISTORY DIGITAL LIBRARY

www.mediahistoryproject.org